

L. N. BIER

1882—Born on farm New Bremen, Lewis County, New York.

1888-1894—Attended country school.

1894-1896—Employed in dry goods store.

1896—Attended Lowville Academy.

1897-1899—Managed small general store which was destroyed by fire in 1899.

1899-1903—Employed in department store.

1903-1906—Entered 5 and 10c business and managed store.

1907-1912—Manager Independent 5 and 10c Stores.

1912-1915—Assistant General Manager Independent 5 and 10c Stores.

1915—Entered employ S. S. Kresge Co. Managed stores Nos. 134 and 14.

1919—Entered General Office S. S. Kresge Co. as buyer for 25 and 50c stores.

FRANK J. CAMPBELL

1879—Born at Royal Oak, Mich., on farm.

1884—Attended district school.

1892—Father died.

1893—Farm hand at \$10.00 per month. Attended school in winter.

1895—Started in high school.

1898—Enlisted as a private in Spanish War.

1899—Canvassed as a book agent. Became state manager. Painted houses and worked on construction gang on railroad.

1900—Started at Edson Moore & Co.'s wholesale dry goods. Became interested in advertising and took the Page-Davis correspondence course, being one of the earliest students.

1903—Secured position as advertising manager of the Pontiac Michigan Press.

1904—Married Miss Lulu B. Hicks.

1907—Became advertising manager of the Aerocar Automobile Co., Detroit.

1909—Founded the Campbell-Advertising Service, Detroit, which later was incorporated as the Campbell-Ewald Co.

1909—Outlined a course in advertising of 24 weekly lessons for the Detroit Technical Institute of the Y. M. C. A. and taught the class for three years.

1917—Sold all interests in the Campbell-Ewald Co. and with wife and two little girls toured and camped across the United States to California, up the coast, made trip to Alaska and toured home by Northern route.

1918—Enlisted in Y. M. C. A. Overseas Service and was given charge of hot and cold drinks in the advanced zone.

1919—Was made Director of the newly formed Promotion Department of the S. S. Kresge Co.